

**Course description (topics)**

Course Name: Visual Identity / Screen				
Instructor (s) of the course, contact (s): Béla Hegyi, <a href="mailto:bhegyi@g.mome.hu">bhegyi@g.mome.hu</a> , Adrienn Császár, <a href="mailto:hello.adrienncsaszar@gmail.com">hello.adrienncsaszar@gmail.com</a>				
Mist: ER-GRA-BA-212202-02	Curriculum location: BA	Suggested semester: 2.	Credit 5	Number of lessons: 48 Individual student working hours: 102
Related codes:	Type: practice- oriented	Can I add it as a custom? No	Reg. specific prerequisites:	
Relationships of the course (prerequisites, parallels): prerequisite: Design Basics				
<b>The aim of the course:</b>				
<ul style="list-style-type: none"> <li>● Acquisition of basic graphic design skills in the professional areas of visual identity</li> <li>● Principles of the course:</li> <li>● Practical situations</li> <li>● Problem-focused approach</li> <li>● Process-oriented methods</li> <li>● Integrated professional specifics and theoretical knowledge</li> </ul>				
<b>Learning outcomes (professional and general competencies to be developed):</b>				
<ul style="list-style-type: none"> <li>●</li> <li>● Knowledge:</li> <li>● Knows the basic idea development, evaluation and selection methods of design graphics</li> <li>● Understands the different stages / phases of the creative / design process and how these are realized in your own creative / design work</li> <li>● In the course of his / her design / creative activity, he / she steps out of the usual frameworks and develops new concepts and innovative solutions.</li> <li>● He has a basic level of professional and technical knowledge to realize his design / creative / artistic ideas</li> <li>● He knows the most important presentation tools, styles and channels used in his profession</li> <li>● He has a basic knowledge of rhetorical forms and styles</li> <li>● He has a basic knowledge of the connections between certain parts of his / her own branch of art, as well as other branches of art and other disciplines, especially in the economic, health and social and (info) technological fields.</li> <li>● He has a basic level of professional and technical knowledge to realize his design / creative / artistic ideas</li> <li>●</li> </ul>				
<b>Ability:</b>				
<ul style="list-style-type: none"> <li>● Able to work consciously and creatively during the creative practice of design graphics, to identify and solve routine professional problems</li> <li>● Through his / her acquired knowledge he / she is able to integrate social, cultural, artistic, political, ecological, economic and ethical aspects in his / her design / creative activities</li> <li>● It forms a well-informed opinion about design graphics concepts and solutions</li> <li>● Collects and interprets relevant data to develop design / creative concepts</li> <li>● It is able to make efficient use of the technical, material and information resources on which its activities are based</li> <li>● Through his / her knowledge he / she is able to apply the appropriate tool, method and technology for the given design / creative process to implement his / her plans</li> </ul>				

- Relying on the experience gained during his / her studies, he / she is able to analyze, process and manage the knowledge material, and he / she is able to apply a critical attitude within his / her own branch of art.

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**Attitude:**

- He thinks consciously about the social aspects of his works
- Participates openly and communicatively in the design or shaping of projects
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- Autonomy and responsibility:
- He / she becomes aware of and implements his / her own artistic concepts on his / her own
- It mobilizes your knowledge and skills in situations that meet different technical requirements
- He accepts and authentically conveys the social role and values of his field

**Topics to be processed within the course:**

- Symbolization
- Basic issues of visual identity
- Branding
- Basic design methodology issues
- Interactivity
- Peculiarities of the mechanism of action of online media
- Screen based manufacturing technology
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**Peculiarities of learning organization / process organization:**

- The course of the course, the nature of each session and their schedule (indicating the division of the teacher's contribution in the case of several teachers:
- Description of tasks, topic consultation, description of goals and expectations (seminar, consultation)
- Expertise, methods of topic research (seminar)
- Professional and technical specifications (seminar)
- Extension of knowledge related to the topic and development of the criteria system (lecture, seminar)
- Problem map and analysis (consultation)
- Conscious structure of the planning process (consultation)
- Concept development (consultation)
- Impact analysis, test phase (consultation)
- Outline design presentation (seminar)
- Technical implementation, modeling, prototyping (workshop work)
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**Students' tasks and tasks:**

- Active participation in seminars and consultations
- Independent preparation and presentation on a topic issued by the instructor of the course
- Documentation and presentation of the topic research, concept and design process in the form of a presentation
- Professional technical preparation of the plans, digital modeling
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**Learning environment:**

- classroom
- external location
- digital lab

**Evaluation:**

**Requirements to be met:**

**Presentation showing:**

- topic research

<ul style="list-style-type: none"><li>● concept design</li><li>● phases of the design process</li><li>● documentation of finished plans</li><li>● Creating and presenting a digital model / prototype</li><li>● Submission / upload of the design documentation by the specified deadline and according to the specified technical parameters</li><li>● Active participation in lessons min. 60%</li><li>●</li></ul> <p><b>Evaluation method:</b></p> <ul style="list-style-type: none"><li>● oral answer, presentation</li><li>●</li></ul> <p><b>Evaluation criteria:</b></p> <ul style="list-style-type: none"><li>● Coherence of the research-design-implementation process</li><li>● The functional, aesthetic quality of the end result</li><li>●</li></ul>
<p><b>Calculation of the grade:</b></p> <ul style="list-style-type: none"><li>● Process (quality level of the entire design process and documentation) - 50%</li><li>● Product (aesthetic quality of the finished design, mock-up / prototype and documentation) - 50%</li></ul>
<p><b>Required reading:</b></p> <ul style="list-style-type: none"><li>● Megg's History of Graphic Design, Philip B. Meggs, Alston W. Purvis, John Viley and Sons, 2016</li><li>● Logo Design Love: A Guide to Creating Iconic Brand Identities, David Airey, New Riders, 2015</li><li>● The Anatomy of Design, Steven Heller, Mirko Ilić, Rockport Publishers, 2007</li><li>● Logo Modernism, Jens Muller, R. Roger Remington, Taschen, 2015</li><li>● Pictograms Icons &amp; Signs, Rayan Abdullah, Roger Hübner, Thames &amp; Hudson, 2006</li></ul> <p><b>Recommended reading:</b></p>
<p><b>Other informations:</b></p>
<p><b>Recognition / validation principle for knowledge acquired elsewhere / previously:</b></p>
<p><b>Out-of-class consultation dates and locations:</b></p>

# Task description

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## *9\_25 Channel*

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**Course:**

Visual Identity 1. / Print

**Supervisors:**

Tamás Marcell

László Herbszt

**Guest teachers, lecturers:**

Classmate Studio

Balázs Vargha, András Monory Mész

Peter Chef

**Assignment:**

February 8, 2022 1:40 PM

**Course dates:**

Tuesday 13: 40-16: 30

Thursday 13: 40–16: 30

**Location:**

Online (B\_303)

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## Topic

Visual positioning of a fictitious television channel and creating an offline image.

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## Content

The target group of the image of the 9\_25 television channel is primarily the 20-35 age group focusing on design and contemporary art. When designing the channel, it is especially important to create a functional graphic image that enables practical applications, but at the same time explicitly (!) Emphasizes contemporary graphic tendencies. The peculiarity of the visual concept of the channel is that the image of the channel is adjusted to the current trends every year. So it is necessary to create an image that allows for flexible changes, yet defines the fundamentals that make the channel unique and identifiable during current transformations.

## Task

The on-air (screen) image appearances of the 9\_25 television channel.

black and white or color channel logo appearance

logo positioning

bug

snipe

promo endframe

nex pointer

end credit

slide

menu

advertising

sting

image manual (font and color codes, summary of applications)

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## Completion of the Task

The final result of the task must be prepared and presented by the end of the 5-week course. The whole period is divided into three basic stages, each ends with partial achievements:

### 1. Topic Research

- + Searching for, and analyzing background materials
- + Analytical collection of domestic and international examples

### 2. Design Concept

- + Content concept development
- + Defining media, visual interfaces
- + Integrating the elements of the concept into the system
- + Creating the visual character of the project
- = Preparation of sketch and visual plans that show the complete conceptual structure of the project

### 3. Implementation

- + Preparation of construction plans
- + Workshop
- + Visual designs

#### **4. Presentation**

- Presentation of the entire design process and the end result (research, visual designs, graphic world, identity)

### **Schedule**

**1. Thematic research:** February 08 - 10. + Inspirational lectures

**2. Concept planning:** February 08-17.

**3. Construction:** February 22 - March 09

**4. Presentation, evaluation:** March 10.

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### **Evaluation**

The evaluation will take place on the last day of the course, at the same time as the closing presentations, on March 10 th. The grade obtained here will be included in the year-end grade of the course as a share!

#### **Evaluation criteria:**

PRINT

// the depth of the topic research

// the thoughtfulness and structure of the concept

// quality and originality of visual elements

// consistent application of the system

// functionality, usability, user-friendly design approach

// visual designs and quality of presentation